DAVE's 1996 PROTOTYPICAL FLOWCHART

Scenario III - Revised 8/25/95

Media Element	Jan	Feb	Mar	Apr	May	Juo	Jul	Aug	Sept	Oct	Nov	Dec	Space	Prod
	1 8 15 22	29 5 12 19	26 4 11 18 25	1 8 15 22	29 6 13 20	27 3 10 17 24	1 8 15 22	29 5 12 19	26 2 9 16 2	30 7 14 21	28 4 11 18	25 2 9 16 23	Gross \$	Nct.\$
Out-of-Home											1		\$(000)	\$(000)
Denver/Seattle						· i	13			12: 11: 11: 11: 11: 11: 11: 11: 11: 11:	. 41			
- 30 Sheets		75 Showing		75 Showing	111	75 Showing		75 Showing		75 Showing		75 Showing	\$702.5	
- Bulletins		15 8	howing			15 Shov	ving]		15 Sh	owing		\$426.4	
- C-Store Program			I''				* 1						\$122.5	
- Alternative Place Based	as available											\$100.0		
Portland														
- 30 Sheets		75 Showing		75 Showing		75 Showing		75 Showing		75 Showing		75 Showing	\$365.3	
- Bulletins		15.5	Showing			15 Shov	ving]		15 Sh	owing	1 1	\$201.6	
- C-Store Program			1	1]				1	\$81,0	
- Alternative Place Based						28 272	ilable						\$50,0	
Print													\$1,423.2	\$356.9
Co/Wy/Wash				y's month assortion is	HE BEST	incomit Susta	Dig			- I I I I		is in the first	, -,	100
0	7													
Oregon	111	tri i	<u> </u>	, , , , , , , , , , , , , , , , , , , 			Sost	(#B)		1				'
		1 1 1 1	!	<u> </u>	111	!		1				! 1	į I	
Newspapers			!]				1		
Co/Wy/Wash			1	l 🖳 🗆		i								
- Supplements				! 🏻 🗆									\$214.9	
Portland				1										
- Supplements												$\ \cdot \Box \cdot $	\$129.6	
GRAND TOTAL SCENARIO) III												\$3,817.0	\$356.9

8 25YR2C XLS, Scenario 3

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